

MINUTES OF THE BOARD OF DIRECTORS
HOLLYWOOD PROPERTY OWNERS ALLIANCE
Thursday, February 20, 2014
W Hotel Hollywood – Strategy Room

Directors Present	John Tronson, President	Tronson Investment Group
	John Lyons, Vice President	Avalon Hollywood/Bardot
	Jan Martin, Secretary	AMDA
	C. Drew Planting, Treasurer	GPI
	David Benavente	Shine America
	Leslie Blumberg	The Fonda Theatre
	Charlie Colletta	HEI, LLC
	Joe D'Amore	CRC Entertainment Inc.
	Mark Echeverria	Musso and Frank Grill
	Michael Gargano	Argent Ventures, LLC
	David Green	Nederlander Organization
	Leron Gubler	Hollywood Chamber of Commerce (ex-officio)
	Galo Medina	Comprehensive Financial Services
	Monica Yamada	CIM Group, LP
Directors Absent	Don Mushin	Toyota of Hollywood
	Frank Stephan	Clarett West
	Mark Stephenson	Hollywood United Methodist Church
Staff	Kerry Morrison	HPOA
	Joe Mariani	HPOA
	Devin Strecker	HPOA
	Sarah Besley	HPOA
Guests	Bob Olmstead	Candidate for Sherriff
	Carolyn Ramsey	Candidate for CD-4
	Teddy Davis	Candidate for CD-4
	Mott Smith	CES
	Chase Gordon	Avison Young
	Tait Gabrielsen	Avison Young
	Thor Lee	Avison Young

I. Call to Order

The meeting was called to order by Board President John Tronson at 4:09 p.m.

II. Open Forum

Bob Olmstead introduced himself as a candidate for LA County Sherriff. He is running on a platform for reform, has worked with the Sheriff's office for 33 years, and is the only candidate with a published reform program.

Carolyn Ramsey introduced herself as a candidate for CD-4, and said she is endorsed by Tom LaBonge, the current CD-4 councilmember, as well as CD-13 councilmember Mitch O'Farrell. She has worked for LaBonge for over 20 years and was previously a reporter, then a community activist. She recently served as the point person for the Cahuenga Peak land acquisition.

Teddy Davis also introduced himself as a candidate for CD-4. He said he grew up in Los Feliz and wants to see the revitalization of Hollywood continue. Davis said he used to be a journalist. His position would be to use tax dollars wisely, hold city agencies accountable, and make it easier to move projects that create jobs and improve the neighborhood through the planning process. He would also like to step up the city's investment in permanent supportive housing to help take care of the homeless.

III. Approval of Minutes

It was moved by Galo Medina, seconded by Joe D'Amore and **CARRIED to approve the minutes from the Board's January 16, 2014 meeting. 12 voted in favor.**

IV. Treasurer's Report

A. Review and approval of January 31, 2014 financial statement

Planting reported that he has been focused on reformatting the Treasurer's Report that the board receives, working with our accountants RBZ, so that it shows cash accrual and variances more clearly. He hopes to have a new, streamlined format to show at the next meeting. There is nothing significant to report from the first month's financial statement.

It was moved by Charlie Colletta, seconded by Galo Medina and **CARRIED to approve the January 31, 2014 Treasurer's Report. 12 voted in favor.**

V. Committee and Activity Reports

A. Marketing and Communications – Jan Martin and Devin Strecker

- 1. Report from January 29 Marketing Meeting:** Martin reported that Haines & Co. had led the meeting on January 29 where they updated the committee on their activities and presented new maps which staff will use. Besley elaborated that the map is a "base map" which staff needed and uses almost on a daily basis to document and illustrate examples for our vendors and stakeholders. Mariani added that property owners, developers and other interested parties can also utilize the map. The maps will be shown at the next board meeting once they are completed. Martin reported on Haines & Co.'s plans for some upcoming blogger tours, including the Foodie Blogger tour which has been postponed, and the Family Fun Tour which will take place in April. They also have been pitching an Oscars in Hollywood story, and are preparing an education trade outreach pitch which will feature MI's expansion and the new Emerson College Hollywood. Mariani spoke about his new position with HPOA as Director of Strategic Initiatives and Business Development, and how it would incorporate more marketing components.

B. Security – Charlie Colletta/Kerry Morrison

1. **Report from first meeting of Alcohol Task Force:** Colletta reported that the Alcohol Task Force is moving along quickly and had a productive meeting. Morrison stated the working group includes representatives from the city attorney's office, PATH, BID security, and LAPD, addressing the issue of public inebriation and chronic offenders, during daytime hours. The group has identified 46 chronic offenders, and as an example, one of them racked up \$136,577 in costs for emergency and hospital services. The task force is looking at stores that sell cheap liquor, and also examining the issue of tourists giving money to panhandlers who then use that money for alcohol.
2. **Status of Camera Installation:** Mariani reported that first camera is to be installed before the Academy Awards.

C. Streetscape and Planning – Mark Echeverria/Sarah Besley

1. **Next meeting – March 5th at 11 a.m. at HPOA Office:** Besley also stated that the California Geological Survey will be hosting a public hearing on March 13, location to be announced, with public comment open until April 8 – staff will keep the board members updated.
2. **Status of 90-day extension with Clean Street:** Echeverria reported that we are still in the 90-day extension with Clean Street, which the committee will discuss further at the next meeting, and will be having a conference call tomorrow. Besley added that the committee had asked CleanStreet for several things, including the installation of a field supervisor; as a result, Gus Vargas was elevated and the team has now been working extraordinarily well. Besley reported a visible change, especially with power washing, and noted that the freeway off-ramps have now been cleaned.
3. **Community Plan Update:** Will be discussed in Old Business.
4. **Carr Lawsuit Mediation January 30, 2014:** Belsey reported that settlement may have been reached; she hopes to have good news at the next meeting. CleanStreet's insurance will cover our defense, but the issue of "control" led us back into the lawsuit; our general liability carrier will also have to kick in.

D. Insurance Working Group

- a. **Report from Feb. 4 meeting:** Medina reported that the BID is looking to address the rising premium cost for D&O insurance. With Steve Romine's input, the group is developing a plan to re-broker our entire insurance package, but it will be a lengthy process. The group is also formulating a white paper defining what the BID does and what our liability should be. Medina said we were singled out for the increase costs. The premium renewal will come due in October so the group will be working on it in the coming months.

E. Nominating Committee

- a. **Outreach for candidates to fill vacant seat:** Green stated that there is a vacancy for Lynda Bybee's seat, so the committee is accepting candidate recommendations and will also be looking at those who applied during the last round.

VII. New Business

1. **Presentation re/ proposed Central Hollywood parking study:** Mott Smith and Jeff Jacobberger with Civic Enterprise Solutions stated that Hollywood needs to have smarter parking rules in the zoning code that work for the neighborhood. They said that Hollywood already has slightly different standards for parking than elsewhere in the city. Smith explained that the concept of "Parking" means different things to everyone, and it can be a problem for customers, employees, neighbors

and regulatory approvals. However, it is outside of their scope to manage parking; the Modified Parking Requirements Ordinance (MPRD) allows the city to create custom parking requirement process for specific neighborhoods. That ordinance went into effect in October 2012 and lays out options and objectives, as well as methodology and next steps. A working group will continue to fine tune this proposal to make recommendations for Hollywood.

2. **My Friend's Place – follow up to January presentation:** Morrison stated that, after their presentation last month, they have asked for assistance with their initiative to help ameliorate issues with their neighbors, for which they will need to increase staff to manage. They have requested \$3,000. Medina stated that they have already received \$3,000 from Mark Stephenson, but that it will only cover 6 months and they will need more funding, which he would support. Martin said it sounds like a great organization to sponsor and is part of our community, but Tronson said he would like to get some metrics reported back. Morrison said the funds could come from Security Contingency and there will be an option to monitor through the security committee and evaluate if it needs further funding.

It was moved by Drew Planting, seconded by Joe D'Amore and **CARRIED to approve funding of \$3,000 contribution to My Friend's Place to support outreach to homeless runaway transition aged youth. 11 voted in favor.**

VIII. Old News

- A. **Hollywood Community Plan Update:** Councilmember O'Farrell joined the board meeting. He stated that there has been confusion about the impact of the judgment which struck down the proposed Hollywood Community Plan but city council is taking action to say "Hollywood is open for business." He thanked our board and stakeholders for their advocacy on behalf of the planning department. He reported that there was a closed door briefing at City Council last week with the City Attorney. The city has 60 days from February 12 to decide, but likely it will not be appealed. O'Farrell introduced a motion to set aside the new plan for now and reinstate the 1988 plan in the meantime. By the end of March, the process will be in place for the planning department to revert back to the '88 Plan, while on another track, they will be addressing deficiencies with the proposed new plan, conducting a public process to move forward. The Councilmember addressed questions raised by board members and they expressed appreciation for his willingness to come to the meeting and meet with them directly.

IX. Staff Report

1. **Change order between CHC and HPOA:** This is still pending, as staff is working out financial details with CHC. They are looking into bookkeepers, and will then know the costs of the new arrangement.
2. **Status on legislation advanced by CA BID Alliance:** Morrison stated that HPOA contributed along with about 15 other BIDs to advocate for this legislation; now a bill has been drafted to clarify the issue of general vs. special benefits in an assessment district. John Perez, Speaker of the Assembly, has agreed to advance the bill. The Alliance has hired a lobbyist to help the bill move forward. We will have the language tomorrow, but the legislation's purpose is to amend the existing law to codify general benefits as a collateral of special benefits.
3. **Meeting with Planning staff re/ Condition Compliance Unit:** Morrison stated that the CCU is asking for more staff to be funded by a penalty system and fees. A seminar is being held for entitlement consultants.
4. **Briefing on Promise Zone:** Morrison said the details on this are still a little murky, but has to do with education, economic development, housing and job creation; and making it easier for the city to

access grants to help develop those areas. No money is being dangled yet, but staff will continue to monitor and possible collaborate with the city in the future to target grants that might be appropriate for Hollywood.

X. Next Meeting: The next meeting is scheduled for March 20, 2014.

XI. Adjournment: The meeting was adjourned at 6:00 p.m.